



Target people when they are making important financial decisions

It's crucial to reach consumers at the right time when it comes to financial products. Leverage Oracle Data Cloud audiences to find people who have performed actions such as search queries, using financial calculators, and comparing credit-card offers, mortgage rates, insurance products and retirement plans.

Also, our Life Stages segments can be layered on to increase scale for campaigns related to decisions associated with life's inflection points (e.g., retirement planning - brokerage services, moving - insurance offers).

Audiences built from:

- Behavior including search/browse
- Financial product/services comparison & analysis sites vetted for data quality
- Offline transaction history of past purchases
- Over 70 audiences focused on specific financial products & services
- Most audiences Fair Lending compliant

How to use Oracle Data Cloud Financial audiences

Identify people most likely to be in-market for a specific financial product

Create offers based on the financial products consumers use today

Reach consumers making key purchase decisions related to life stage (e.g. new mover, retirement)

Putting Financial audiences to work

A financial institution is looking to promote college savings plans

1. Select users who are in-market or have shown interest in education savings accounts
2. Expand the audience to include all new parents

Now you're targeting users who are interested in college savings plans.



Oracle Financial audiences

In-Market

Banking

Credit cards

Financial services

- Brokerages
- Tax preparation

Insurance

- Auto insurance
- Health & health-related insurance
- Home insurance
- Life insurance

Loans

- Auto loans
- Mortgages
- Refinancing
- Student loans

Retirement & investing

- Education savings accounts
- Real estate
- Stocks & bonds

Interest

Credit products & services

- Credit cards
- Credit reporting

Financial planning

Insurance

- Auto insurance
- Health insurance
- Home & property insurance
- Life insurance

Loans

- Auto loans
- Mortgages

Mobile banking

Online banking

Personal savings & investments

- Beginning investing
- Retirement savings
- Stocks & bonds

Real estate

Tax planning

AddThis

Finance

- Banking
- Credit – lending
- Financial enthusiasts
- Insurance
- Personal finance
- Social

Past Purchases

Credit cards

- Brands
- Types

Financial services

Insurance

- Auto insurance
- Health insurance
- Life insurance

Loans

- Auto loans
- Mortgages
- Student loans

Retirement & investing

- Mutual funds
- Real estate
- Stocks & bonds

DLX Finance

Credit card holders by brand & type

DLX Lifestyles

Corporate execs

New movers

New parents

Seniors

The Data Hotline | Quick answers & the audiences you need to win TheDataHotline@oracle.com

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Oracle Data Cloud delivers the richest understanding of consumers across both digital and traditional channels based on what they do, what they say and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

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